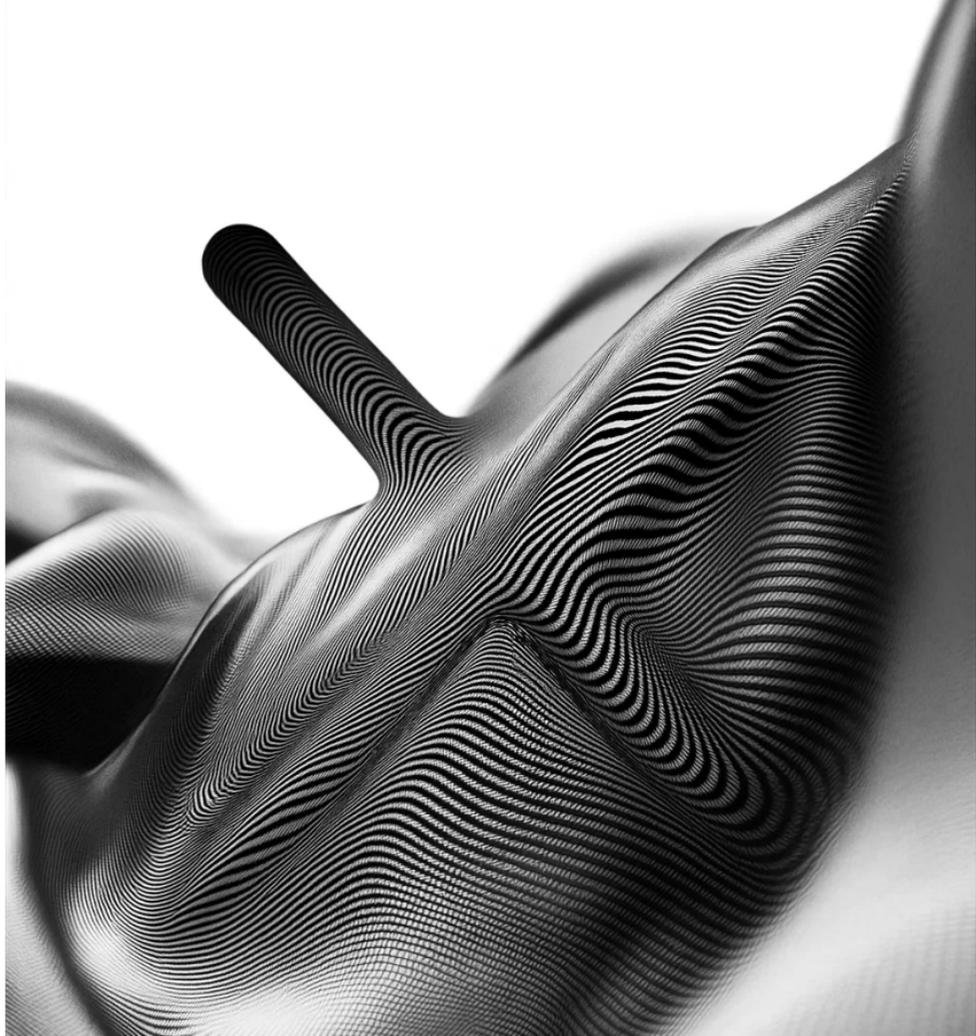


ONBX

VISUAL *IDENTITY* GUIDE



*This guide has been created to define the proper and consistent use of the On3x brand **across all communication channels.***

It serves as a foundation to preserve the integrity, clarity, and strength of our visual identity, ensuring a unified presence in every interaction with our audience.

By adhering to these principles, we reinforce a brand that is bold, cohesive, and aligned with the values that drive On3x innovation, trust, and the future of decentralized finance.

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Color Palette

The On3x color palette embodies the essence of sophistication and exclusivity a visual universe where technology meets elegance. Rooted in deep blacks, refined grays, and luminous whites, our palette mirrors the timeless contrast of light and shadow a metaphor for clarity emerging from complexity in the digital finance world.

Every tone has been carefully crafted to reflect our identity: modern, secure, and visionary. The dominant black represents strength, precision, and the discreet luxury of a “black diamond.” It conveys trust and exclusivity, qualities that define On3x as a premium digital bank in the crypto and financial ecosystem.

Neutral grays provide balance and harmony, allowing the brand to communicate with quiet confidence. White serves as a symbol of transparency and innovation the light that reveals the structure behind technology.

Occasionally, vibrant accent colors may be introduced to highlight key moments in communication, symbolizing energy, innovation, and the dynamic nature of the digital economy. Their presence, though subtle, reinforces the idea that even within sophistication, there is movement, evolution, and brilliance.

#e7e7e7

#474747

#191919

Typography

Typography plays a vital role in expressing the personality and core values of the On3x brand. Through consistent typographic choices, we ensure clarity, hierarchy, and a visual experience that aligns with our modern, sophisticated, and technology-driven identity in the world of digital and crypto banking.

Each typeface was chosen to communicate confidence, precision, and timeless innovation reflecting the balance between simplicity and intelligence that defines On3x.

Typography as Identity

Together, these typographic elements form a coherent and elevated system a visual voice that communicates innovation through precision, and exclusivity through simplicity. In every application, typography is not just a design tool but a statement of the On3x mindset: refined, futuristic, and confident.

Logo Typeface

Custom Typeface (inspired by Eurostile Extended / Microgramma)
The logotype is built from a geometric and futuristic base, with custom refinements that enhance symmetry and visual flow. Its design conveys innovation, exclusivity, and precision the essence of a digital institution built for the future of finance.

Headlines/Body Text

Font: Metropolis Bold / Regular
Clean, structured, and assertive. Used for titles and callouts that express the brand's authority and clarity.

Metropolis's geometric foundation ensures a modern and confident tone, suitable for both digital and printed materials.

Brand Behavior

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Clear Space

The clear space area has been carefully defined to ensure that the On3x logo maintains its visual integrity across all applications.

This protected zone surrounding the logotype and symbol prevents external elements from interfering with the logo's readability or impact, preserving its balance and distinction.

Maintaining this clear area is essential to safeguard the strength and clarity of the brand's visual identity.

It reinforces On3x's commitment to modern, refined, and professional communication — where every element breathes with precision and elegance.

The clear space should always remain free from text, images, or graphic elements, ensuring the logo stands out as a symbol of trust and excellence in the digital and crypto financial landscape.



The On3x logo is shown stretched horizontally, making the letters appear wider and more compressed.

Do not stretch or compress the logo.

The On3x logo is shown with a white outline around each letter, which is not part of the original brand identity.

Do not apply outlines, shadows, or visual effects.

The On3x logo is shown on a light gray rectangular background, which reduces the contrast between the white letters and the background.

Do not use background colors that reduce contrast or visibility.

The On3x logo is shown in a bright green color, which is not the original brand color.

Do not alter the logo's color.

The On3x logo is shown with altered proportions, where the letters are not aligned or spaced correctly compared to the original.

Do not modify proportions or alignment.

The On3x logo is shown with incorrect typography, where the letters are bolded and the '3' is replaced by a standard '3', which is not the original brand mark.

Do not change the typography or reconstruct the logo.

Incorrect Usage

The On3x brand must always remain intact and consistent across all applications.

Any modification, distortion, or visual effect that compromises its legibility or weakens its impact is strictly prohibited.

Below are examples of incorrect applications that should be avoided to preserve the integrity and strength of the brand.

Mockups



A large, dark silhouette of a hand is shown holding a transparent, rectangular card. The card has the text 'ON3X' printed on it in a bold, sans-serif font. The background of the entire scene is a dark, paneled wall with a large, bright white rectangular area in the center where the hand and card are positioned.

ON3X

Crypto, but

make it simple.

